

Application No.: 10/729,534  
Office Action Dated: March 24, 2006  
Response to Office Action Dated: May 1, 2006

**In the Specification:**

Please amend paragraph [0028] of the specification as follows:

The modular display platform 10 includes a support surface 14, and one or more sidewalls 16, 16 depending from at least a portion of a perimeter 17 of the support surface. The sidewalls 16, 16 may be used to provide advertisements for products such as those to be displayed on the platform 10. The one or more sidewalls 16, 16 each extend from a proximal end 18 of the sidewall adjacent to the support surface 14 to a distal end 20 of the sidewall at an underside of the platform 10 or side opposing the support surface for engaging an external floor or other surface. Preferably, as shown in the figures, the sidewalls 16, 16 depend from generally the entire perimeter of the support surface to provide strength to the platform 10.

Please amend paragraph [0030] of the specification as follows:

The platform 10 preferably defines a plurality of projections or standoffs 22, 22 disposed within the recess and depending from the support surface 14 inwardly of and generally in the same direction as the one or more sidewalls 16, 16. More specifically, the standoffs 22, 22 each extend from a proximal end 24 of the standoff adjacent to the support surface 14 to a distal end 26 of the standoff at the underside of the platform 10 or side opposing the support surface for engaging an external floor or other surface to assist the distal ~~end~~ ends 20 of the sidewalls 16, 16 in bearing the weight of the platform and products supported thereon. The standoffs 22, 22 provide structural integrity to the platform 10 to prevent the support surface 14 from sagging, collapsing or otherwise failing under the weight of several stackable layers of products supported thereon. As shown in FIG. 1B, the standoffs 22, 22 depending from the support surface 14 are generally cylindrical, but may be rectangular, square

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or other shapes without departing from the scope of the present invention. Moreover, the standoffs 22, 22 may include a floor or be substantially or partially open-ended at the distal end 26. As shown in the figures, the support surface 14 defines openings ~~26, 26, 27, 27~~ exposing an interior of the ~~a generally hollow interior defined by the standoffs 22, 22~~. Alternatively, the standoffs 22, 22 can be covered by the support surface 14.